

WFLA - Tampa

Political Inquiry Form

To: Station Political File
cc: Station Political Specialist
HRP Political File
HRP Office File

Date: 10 / 10 /12

Account Executive: Matt Oestreich Office: WFLA
Name of Candidate: DCCC - Fitzgerald
Political Affiliation: Democrat
Election Date: 11/6/12 Type of Election: General
City, Station Municipality: Tampa, FL
Office Sought: 13th Congressional District

Inquiry Made By: Chris Vail
Agency / Organization: Media Strategies and Resources
Address: 11350 Random Hill Rd. Fairfax, VA 22030
Telephone: (703) 877-2000 Fax: (303) 764-9956

Sponsoring Group / Committee: DCCC - Fitzgerald for Congress
Address: 430 S. Capitol Street, S.E. Washington, D.C. 20003

Telephone: (202) 863-1500 Fax: _____

Committee Members... Steve Israel, Committee Chair
Treasurer: _____ Other: _____
Commercial Length: :30 Other: _____

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement:
Submitted to: Chris Vail Date: 10/10/12
Stations Requested: WFLA



Station Buy Detail

Tampa-St. Petersburg, TV

Est ID: 12796

Client: DCCC-Fitzgerald for Congress

Flight Dates: Thursday, October 25, 2012 to Tuesday, November 06, 2012

WFLA-TV

Program Name	DP	Length	Rate	Days		Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon
						Oct	Oct	Oct	Oct	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Nov
						25	26	27	28	29	30	31	01	02	03	04	05
WFLA 6a News	EM	M-F	\$1,450.00														
6:00 AM - 7:00 AM		30	\$1,450.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Today Show	EM	M-F	\$900.00									1					
7:00 AM - 9:00 AM		30	\$900.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Today II	DT	M-F	\$1,040.00				1										
9:00 AM - 10:00 AM		30	\$1,040.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
The Doctors	EF	M-F	\$450.00							1							
3:00 PM - 4:00 PM		30	\$450.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Dr. Oz	EF	M-F	\$600.00			1							1				
4:00 PM - 5:00 PM		30	\$1,200.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 5:30p News	EN	M-F	\$900.00								1						
5:30 PM - 6:00 PM		30	\$900.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 6p News	EN	M-F	\$2,250.00				1										1
6:00 PM - 6:30 PM		30	\$4,500.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Ent Tonight	PA	M-F	\$2,000.00			1								1			1
7:30 PM - 8:00 PM		30	\$6,000.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Office/Parks	PT	Th	\$4,800.00										1				
9:00 PM - 10:00 PM		30	\$4,800.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 11p News	LN	M-F	\$1,250.00								1						
11:00 PM - 11:35 PM		30	\$1,250.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Tonight Show	LF	M-F	\$650.00											1			
11:35 PM - 12:37 AM		30	\$650.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Station Totals			\$23,140.00			2	2			1	2	1	2	2			2
Station Net			\$19,669.00														

WFLA-TV

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

Matt Oestreich

200 S Parker St Tampa FL

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Station Buy Detail Tampa-St. Petersburg, TV

Est ID: 12796

Client: DCCC-Fitzgerald for Congress

Flight Dates: Thursday, October 25, 2012 to Tuesday, November 06, 2012

WFLA-TV

				Tue	
				Nov	
Program Name	DP	Length	Rate	06	Total
WFLA 6a News	EM	M-F	\$1,450.00	1	1
6:00 AM - 7:00 AM		30	\$1,450.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Today Show	EM	M-F	\$900.00		1
7:00 AM - 9:00 AM		30	\$900.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Today II	DT	M-F	\$1,040.00		1
9:00 AM - 10:00 AM		30	\$1,040.00		
Sold Out: Lowest Rate to Clear per WFLA.					
The Doctors	EF	M-F	\$450.00		1
3:00 PM - 4:00 PM		30	\$450.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Dr. Oz	EF	M-F	\$600.00		2
4:00 PM - 5:00 PM		30	\$1,200.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 5:30p News	EN	M-F	\$900.00		1
5:30 PM - 6:00 PM		30	\$900.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 6p News	EN	M-F	\$2,250.00		2
6:00 PM - 6:30 PM		30	\$4,500.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Ent Tonight	PA	M-F	\$2,000.00		3
7:30 PM - 8:00 PM		30	\$6,000.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Office/Parks	PT	Th	\$4,800.00		1
9:00 PM - 10:00 PM		30	\$4,800.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 11p News	LN	M-F	\$1,250.00		1
11:00 PM - 11:35 PM		30	\$1,250.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Tonight Show	LF	M-F	\$650.00		1
11:35 PM - 12:37 AM		30	\$650.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Station Totals			\$23,140.00	1	15
Station Net			\$19,669.00		

WFLA-TV

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200 S Parker St Tampa FL

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Media Strategies & Research - VA Keith Fitzgerald/ Dccc/ D/ Congress
 11350 Randon Hills Road
 Suite 670
 Fairfax VA 22030
 Submission Number 141 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Keith Fitzgerald/ Dccc/ D/ Congress	Submission Cost: 23140	Campaign Ref: JM112102402
Buyer: Congress	Client/Product/Estimate: / /12796	Sales Rep: WFLA Political
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Keith Fitzgerald/ Dccc/ D/ Congress	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
1	M-F 7a Today Show ..W....	03	900	30 Comme	Nbr of Spots	1		1	900
2	M-F 9a Today Show II ...F..	01	1040	30 Comme	Nbr of Spots	1		1	1040
3	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1		1	450
4	M-F 4p Dr Oz ...T...	03	600	30 Comme	Nbr of Spots	1		1	1200
5	M-F 530p News ..T....	03	900	30 Comme	Nbr of Spots	1		1	900
6	M-F 6p News ...F..	01	2250	30 Comme	Nbr of Spots	1		1	2250
7	M-F 6p News M.....	01	2250	30 Comme	Nbr of Spots		1	1	2250
8	M-F 730p Entertainment Tonight ...T...	01	2000	30 Comme	Nbr of Spots	1		1	2000
Weekly Totals: Total Spots(Ord Spots)					4	8	3	15	

Media Strategies & Research - VA **Keith Fitzgerald/ Dccc/ D/ Congress**
 11350 Random Hills Road
 Suite 670
 Fairfax VA 22030
 Submission Number 141 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Keith Fitzgerald/ Dccc/ D/ Congress	Submission Cost: 23140	Campaign Ref: JM112102402
Buyer: ..	Client/Product/Estimate: .. / 12796	Sales Rep: WFLA Political
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
9	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme		1		1	2000
10	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme			1	1	2000
11	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T...	02	4800	30 Comme		1		1	4800
12	M-Su 11p News T.....	03	1250	30 Comme		1		1	1250
13	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	650	30 Comme		1		1	650
14	M-F 6a News T.....	01	1450	30 Comme			1	1	1450
Weekly Totals: Total Spots(Ord Spots)					4	8	3	15	

Grand Totals									
Month 10 Weeks: 4					Month 11 Weeks: 4				
Totals					Totals				
Spots	15				Spots	8			3
Cost	23140				Cost	11550			5700

Grand Totals:

Spots:

15

Gross Total:	23,140.00
Commission:	3,471.00
Net Total:	19,669.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WFLA-TV Tampa-St. Petersburg

Date:

10/22/2012

I, Media Strategies and Research

being/on behalf of:

Keith Fitzgerald

, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the GE

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, October 25, 2012			Tuesday, November 06, 2012		

Total Charges: \$23,140.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

DCCC-Fitzgerald for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jackie Forte-Mackay

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 22, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title